

Cigarette Consumption

Since 1988, per capita cigarette consumption in California declined by 59.0%. During the same period, per capita cigarette consumption in the rest of the nation declined by 35.0%. The greater decline in California is a result of activities of the California Tobacco Control Program along with increases in the cigarette tax resulting in the higher price of cigarettes in California.¹

This cigarette consumption data is based on tax receipts paid to the state of California and does not include cigarettes purchased from another state via mail order or Internet or cigarettes purchased on an Indian reservation, a military commissary, or base exchange. Such legal, non-taxed sales are estimated to account for less than 5.1% of all cigarette consumption in California.² The amount of illegally smuggled and counterfeit cigarettes brought into California is minimal.^{3, 4}

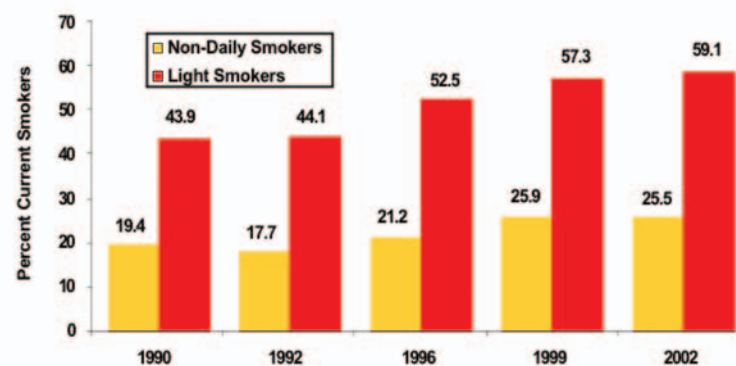
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- Declines in average daily cigarette consumption reported by current smokers appear to be causing the dramatic declines in per capita cigarette consumption in California.
- Average daily cigarette consumption reported by everyday smokers was 16.9 cigarettes per day in 1996. This decreased steadily to 14.1 cigarettes per day in 2004. This is a decrease of 17.0% over an 8-year period.

Cigarette Consumption by Socio-Economic Status (SES)

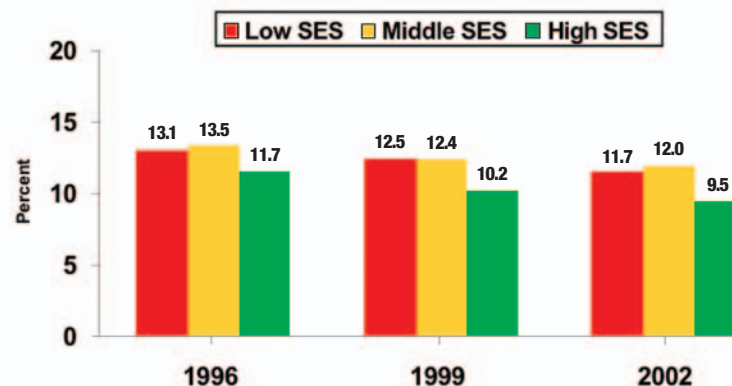
- Since 1996, the average number of cigarettes smoked per day was significantly lower among current smokers in the high SES group compared to those in the middle or low SES groups.
- Between 1996 and 2002, the average number of cigarettes smoked per day in each SES group has decreased.
- The decline in the average number of cigarettes consumed by the high SES group is almost twice that seen for the middle and low SES groups.

Light Smoking (<15 cigarettes/day) among Current Smokers, 1990–2002



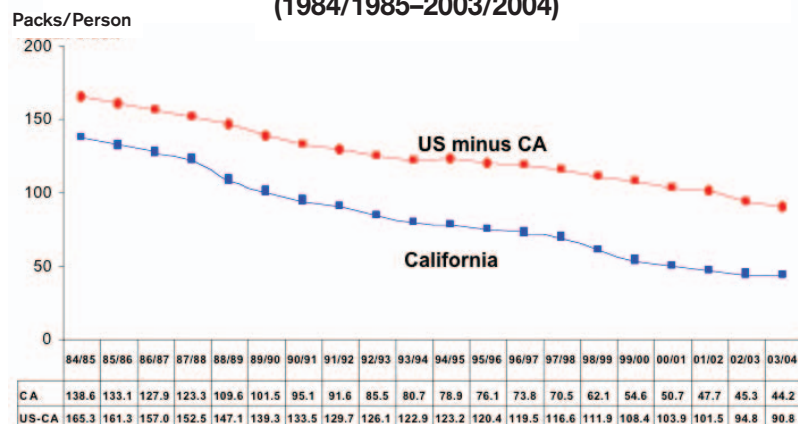
Source: California Tobacco Survey (CTS), 1990–2002. Data is weighted to the 1990 California population. Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

Average Number of Cigarettes Smoked per Day by Socio-Economic Status (SES) among Current Smokers



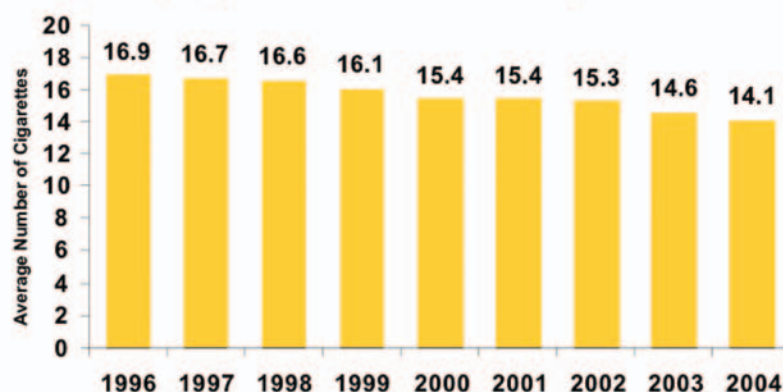
Source: California Tobacco Survey (CTS), 1990–2002. Data is weighted to the 1990 California population. Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

California and the Rest of the United States* Adult per Capita Cigarette Consumption, Packs per Fiscal Year (1984/1985–2003/2004)



Source: California State Board of Equalization (packs sold) and California Department of Finance (population). U.S. Census, Tax Burden on Tobacco, and USDA. Note that data is by fiscal year (July 1–June 30). Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

Average Number of Cigarettes Smoked per Day by Every Day Smokers in California, 1996–2004



Source: Behavioral Risk Factor Surveillance System (BRFSS) and California Adult Tobacco Survey (CATS) 1996–2004. The data is weighted to the 1990 California population. Prepared by California Department of Health Services, Tobacco Control Section, May 2005.

Light and Occasional Smoking in California

- The proportion of smokers who are light smokers increased 35% between 1990 and 2002 from 43.9% to 59.1%.
- The proportion of smokers who are non-daily smokers increased 31% between 1990 and 2002 from 19.4% to 25.5%.
- While decreasing cigarette consumption is positive, research has shown that even very low amounts of smoking (a few cigarettes a day) or smoking without inhalation is significantly associated with an increased risk of a heart attack and of all cause mortality.⁵

About the Surveys

The *Behavioral Risk Factor Surveillance System* (1984–2004) and the *California Adult Tobacco Survey* (1993–2004) are random digit-dial telephone surveys of approximately 8,000 adults conducted annually by the Computer Assisted Telephone Interviewing (CATI) Unit of the Cancer Surveillance Section of the CDHS. Data have been weighted to the 1990 California population using gender, four race groups, and two age groups.

The *California Tobacco Survey* (CTS) (1990, 1992–1993, 1996, 1999, and 2002), is funded by the Tobacco Control Section of the CDHS and was conducted by the Cancer Prevention and Control program of the University of California, San Diego. The *California Tobacco Survey* is a very large telephone survey that includes a screener survey, an adult extended survey, and a youth survey.

References

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